

# Milwaukee's Industrial Corridor

Combining Planning with  
Economic Development Strategies





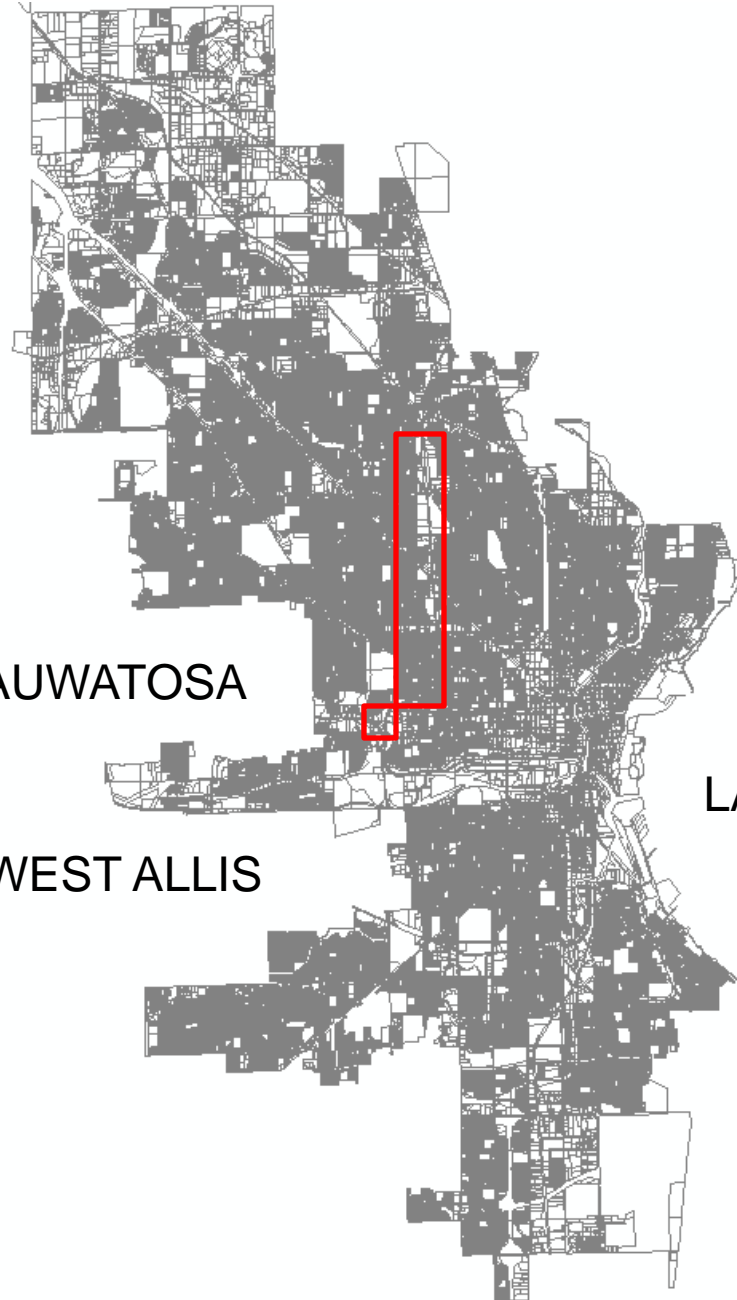
## 30<sup>th</sup> Street Industrial Corridor

- Named after below grade rail line along 30<sup>th</sup> Street.
- Industrial uses set-up shop along the RR line to receive raw materials for manufacturing.
- Approx 5 miles long and 8 blocks wide.
- Approx 155 businesses in the Corridor
- Anchors: Harley-Davidson, MillerCoors  
Master Lock & DRS
- 84% of Corridor businesses have  
25 or fewer employees





CITY OF MILWAUKEE



WAUWATOSA

LAKE MICHIGAN

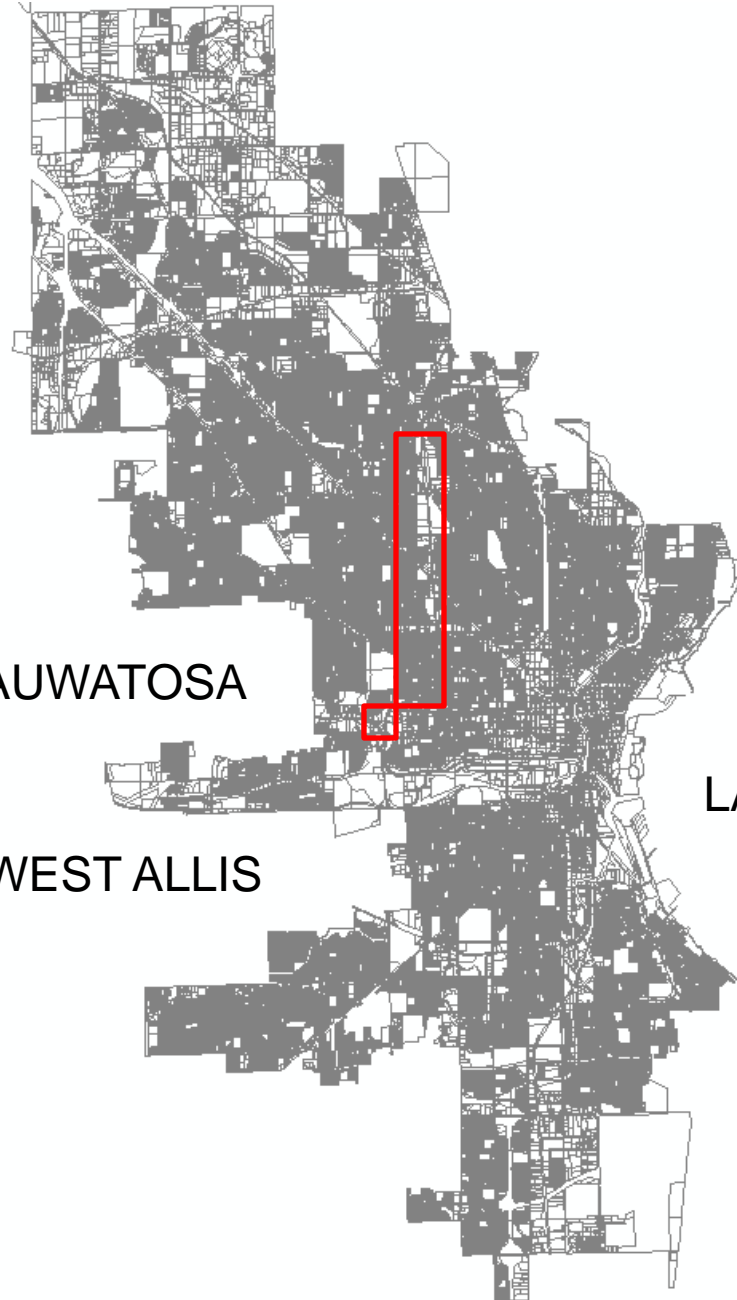
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# Purpose of the Plan

- **City's Objective:** Transform 30<sup>th</sup> Street Corridor into Modern Employment Center and Economic Hub
- **Study Goals – To Determine:**
  - Market Potential for the Corridor
  - Infrastructure Issues
  - Redevelopment Opportunities
  - Planning and Urban Design Strategies



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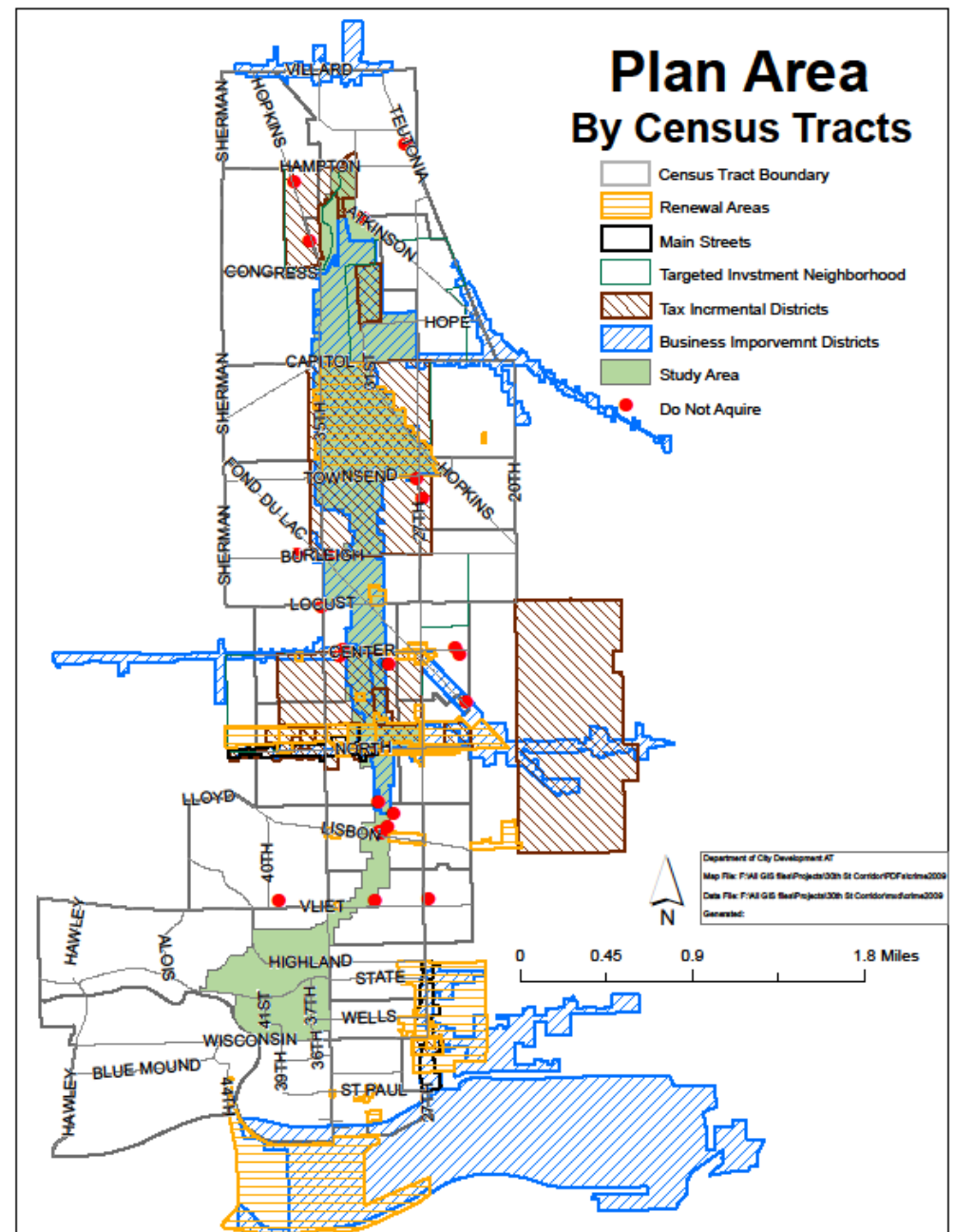
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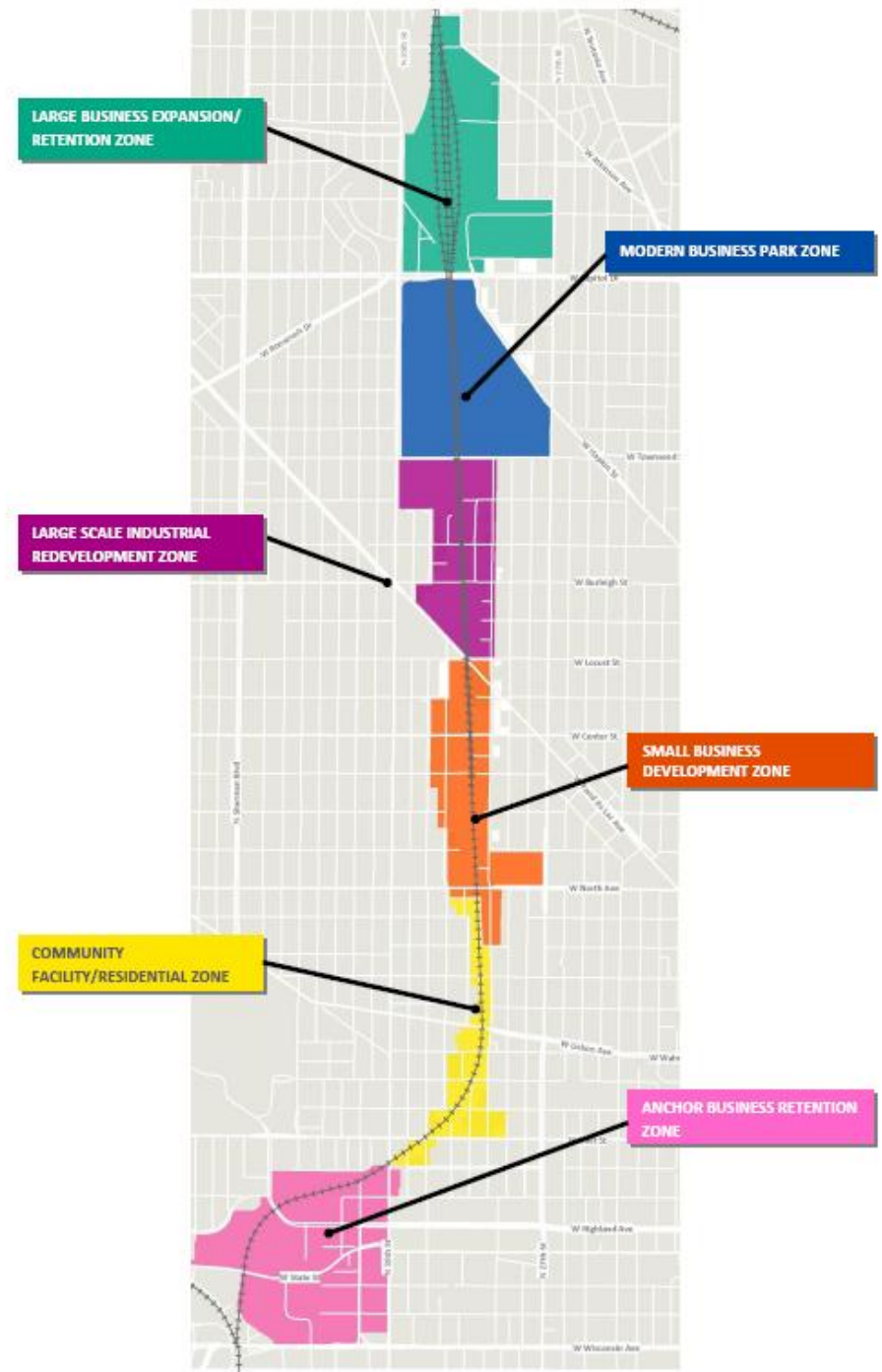
How do you begin planning with all this?





## Break it down by land use and context:

- Large Business Expansion/Retention Zone
- Modern Business Park Zone
- Large Scale Industrial Redevelopment Zone
- Small Business Redevelopment Zone
- Community Facility/Residential Zone
- Anchor Business Retention Zone





# Public Involvement







Prepared for:  
Milwaukee Department of City Development

December 2011

Prepared by:  
S. B. Friedman & Company  
AECOM  
Norris & Associates, Inc.  
Cross Management Services, Inc.

Combining economic development strategies with land use planning and urban design.

- Market sectors to target
- Site parameters
- Three catalytic sites identified:
  1. Century City Business park
  2. Century City 2
  3. Esser Paint
- Implementation



# Target Industrial Sectors to the Corridor

<b>Fabricated Metal Product Manufacturing</b>	Machine Shops, Turned Product, and Screw, Nut and Bolt Manufacturing
	Architectural and Structural Metals Manufacturing
	Forging and Stamping
	Coating, Engraving, Heat Treating and Allied Activities
	Other Fabricated Metal Product Manufacturing
<b>Machinery Manufacturing</b>	Metalworking Machinery Manufacturing
	Other General Purpose Machinery Manufacturing
	Engine, Turbine and Power Transmission Equipment Manufacturing
	Ventilation, Heating, Air-Conditioning and Commercial Refrigeration Equipment Manufacturing
<b>Computer and Electronic Product Manufacturing</b>	Commercial and Service Industry Machinery Manufacturing
	Navigational, Measuring, Electromedical and Control Instruments Manufacturing
	Communications Equipment Manufacturing
	Semiconductor and Other Electronic Component Manufacturing
<b>Food Manufacturing</b>	Computer and Peripheral Equipment Manufacturing
	Animal Slaughtering and Processing
	Fruit and Vegetable Preserving and Specialty Food Manufacturing
	Other Food Manufacturing
<b>Electrical Equipment, Appliance and Component Manufacturing</b>	Bakeries and Tortilla Manufacturing
	Electrical Equipment Manufacturing
	Electric Lighting Equipment Manufacturing
	Other Electrical Equipment and Component Manufacturing



Fabricated Metals:  
Busch Precision



Food Manufacturing:  
Palermo's Pizza



Electrical Equipment:  
Yaskawa

# Understand Site Requirements: Business Park Characteristics by Sector – Example: Computer and Electronic Product Manufacturing



Milwaukee Resistor Corp NORTHWEST BUSINESS PARK I  
Parcel/Lot SF: 187,569 Bldg SF: 42,000 FAR: 0.224



9909 West Dean Road LLC NORTHWEST BUSINESS PARK I  
Parcel/Lot SF: 368,953 Bldg SF: 62,000 FAR: 0.168



American Signal Corporation NORTHWEST BUSINESS PARK I  
Parcel/Lot SF: 133,122 Bldg SF: 38,600 FAR: 0.290



Adaptive Micro Systems Inc NORTHWEST BUSINESS PARK I  
Parcel/Lot SF: 245,330 Bldg SF: 54,151 FAR: 0.221



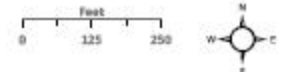
Taylor Dynamometer MENOMONEE VALLEY INDUSTRIAL CENTER  
Parcel/Lot SF: 143,748 Bldg SF: 43,350 FAR: 0.302

## Physical Characteristics of Transactions

Sector	334
Median Building (SF)	37,929
Bldg Range (SF)	5,928 - 127,046
Median Lot (Acres)	4.0
Lot Range (Acres)	1.7 - 8.5
Median FAR	0.22
FAR Range	0.16 - 0.30
No. of Transactions	14

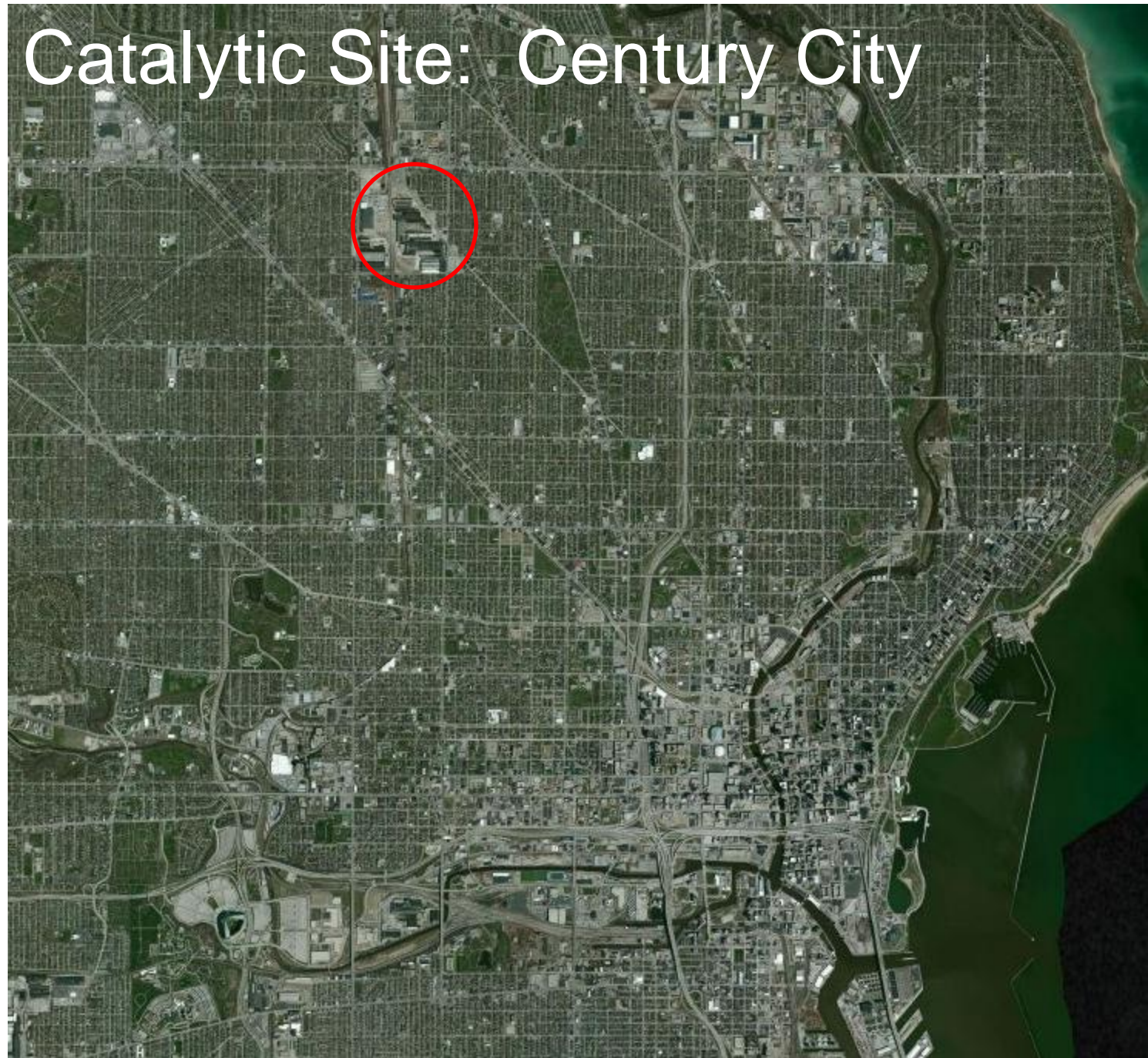
## Legend

 Parcel/Lot Line





# Catalytic Site: Century City









An aerial photograph of an industrial site, likely a steel mill, with a red boundary line outlining the area. The site includes several large industrial buildings, a parking lot filled with cars, and a large open area. To the right of the site is a residential neighborhood with many houses. A road runs along the right side of the site.

## Summary:

- Land – 84 acres (8 parcels)
- Buildings – 30+ = 2 million S F
- Building Conditions - Varies
- Sidewalk – 2 miles
- Infrastructure – Old & New
- Environmental – 100 Years of Use











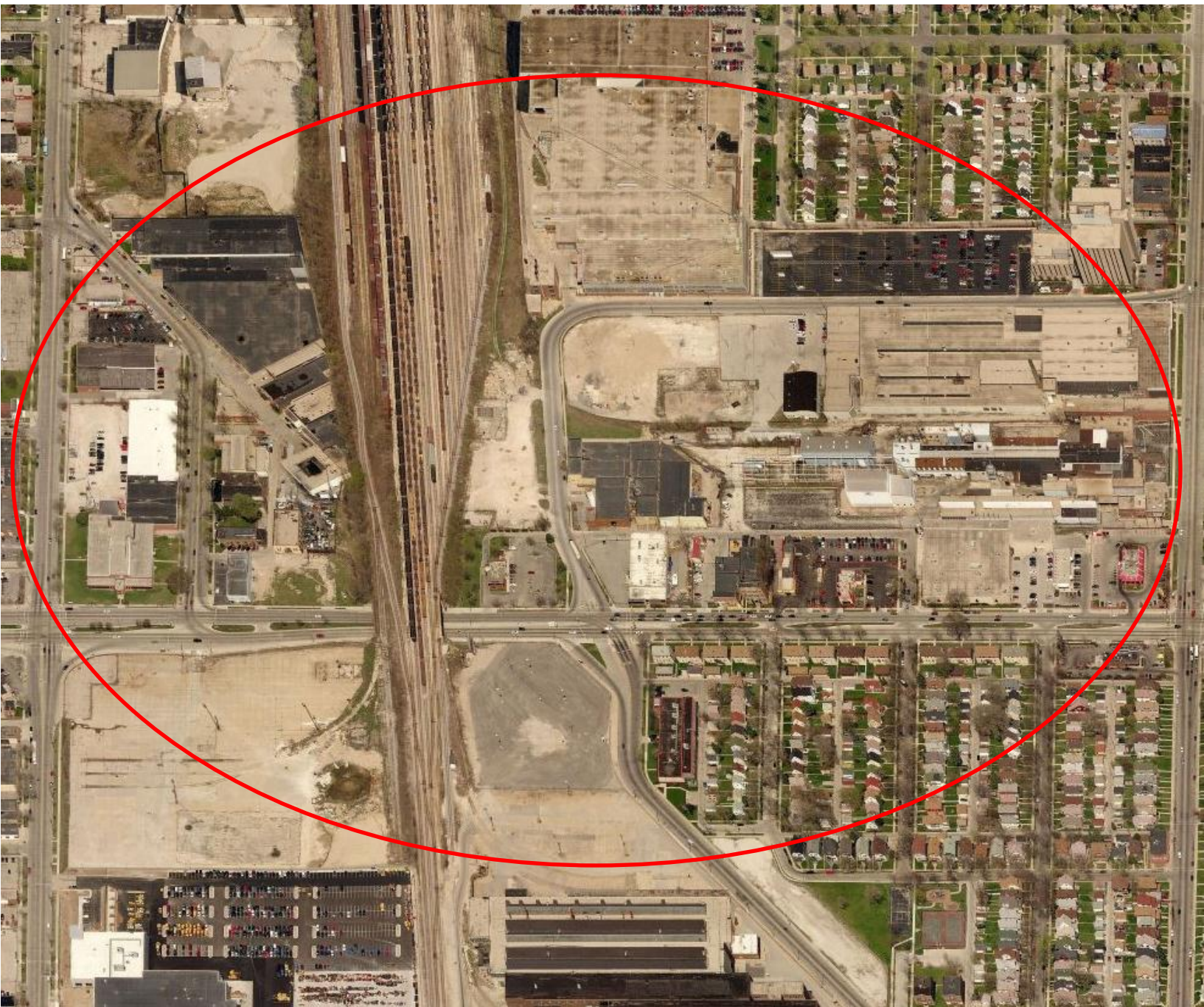
# Catalytic Site: Century City 2













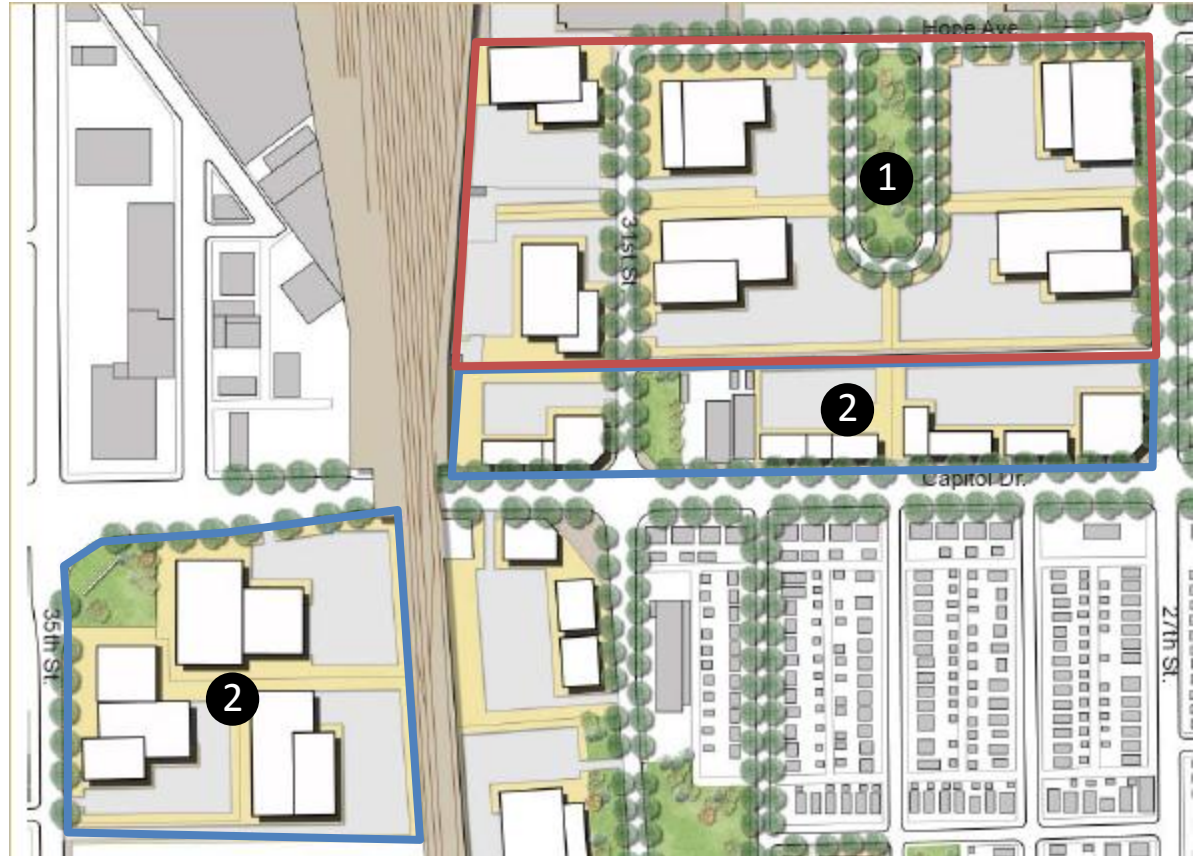
# Preferred Plan: Century City II and Capitol Drive Corridor

## 1 Phase II Century City

Developable acres	24.7 acres
Industrial	288,750 sf
Open space	1.3 acres
New right-of-way	3.2 acres

## 2 Capitol Drive Corridor

Developable acres	21.7 acres
Retail	89,100 sf
Industrial/Retail*	157,600 sf
Open space	2.1 acres
New right-of-way	2.1 acres



*\*Options for 35<sup>th</sup> and Capitol site include retail or industrial development*

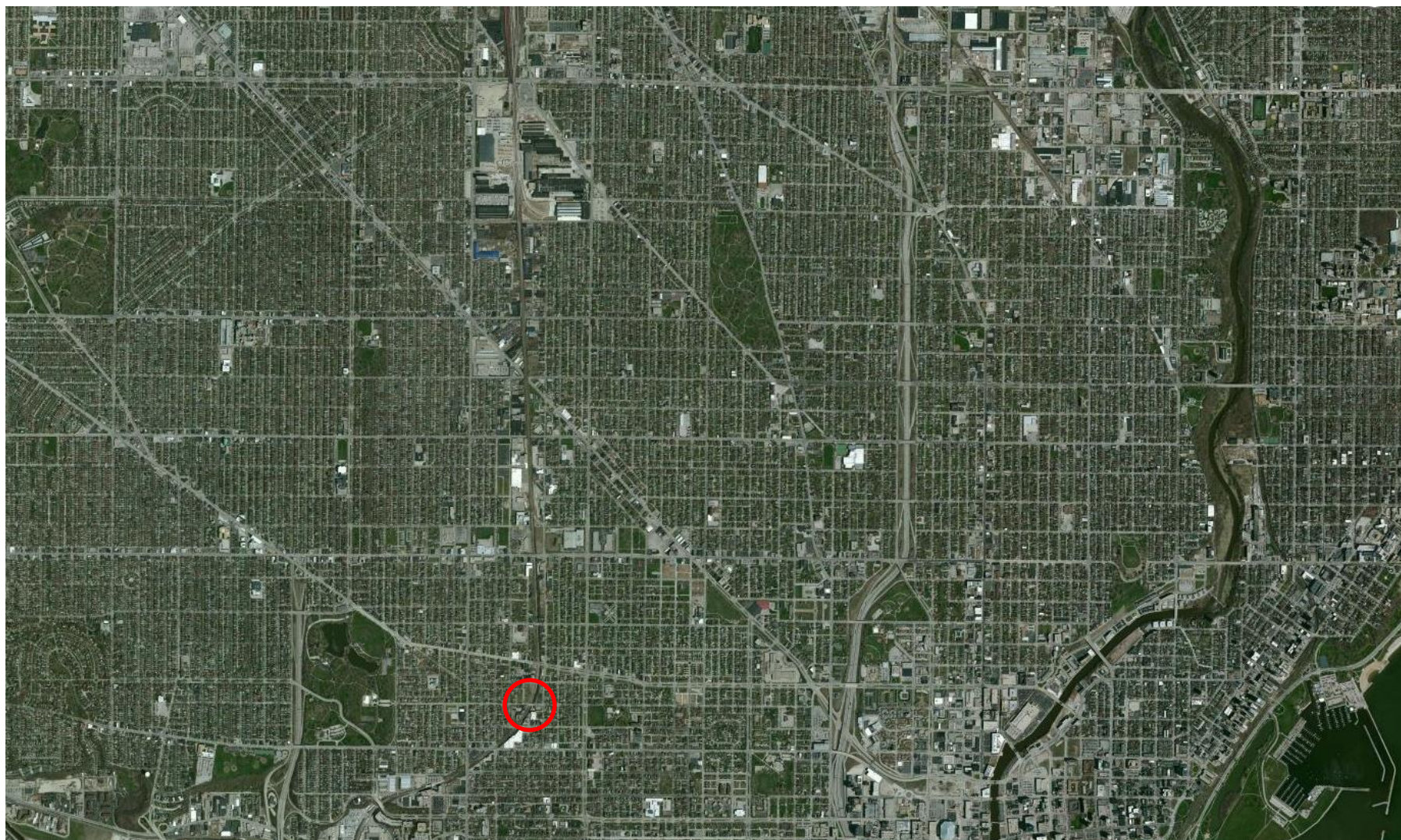












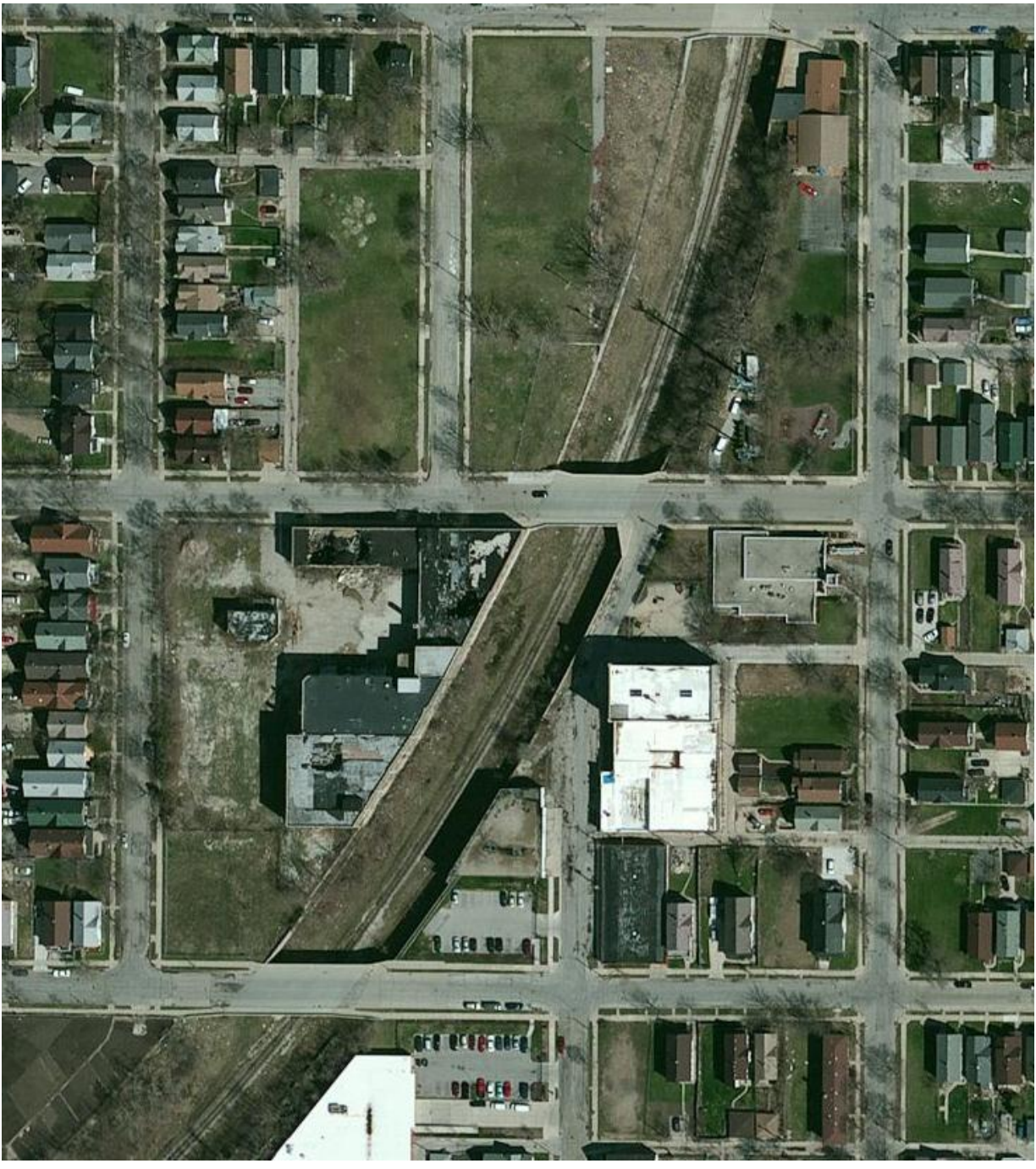














# Preferred Plan: Esser Paint

## Residential Development Program

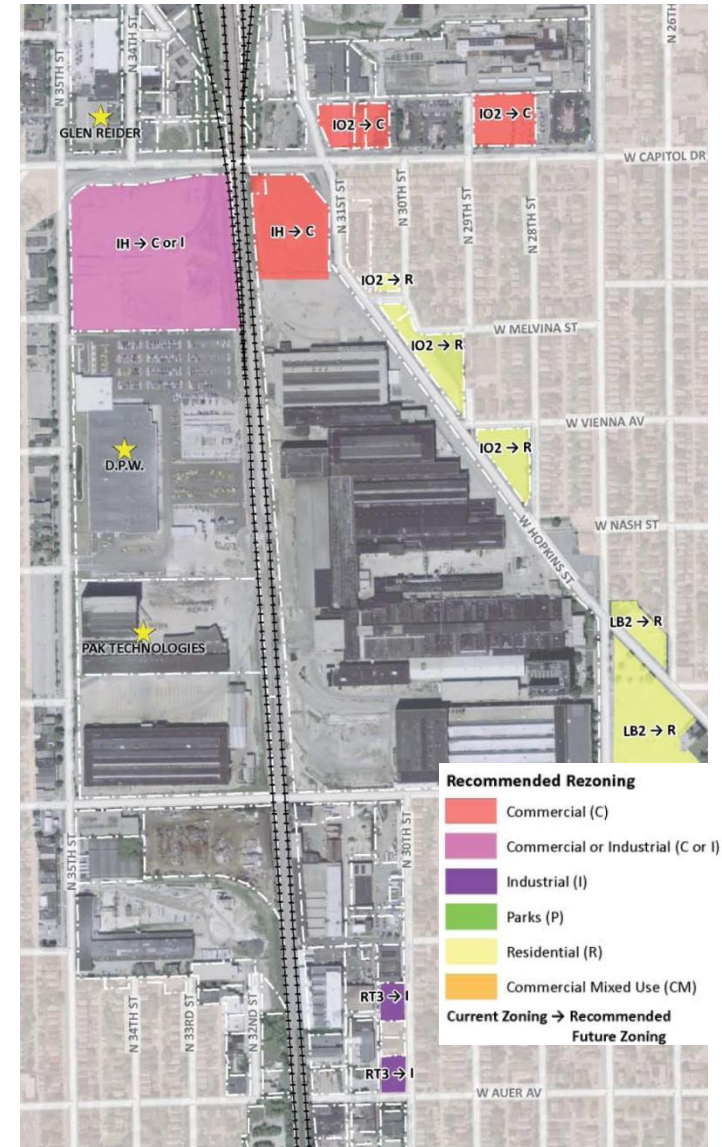
Single-Family Homes	11 units
Multi-Family Residential	107 units





# Planning Implementation:

- Rezone key parcels to support redevelopment
- Enforce code requirements for recycling/salvage uses
- Implement/enforce buffering and screening requirements
- Prepare Redevelopment Plans for key development zones





# ED Implementation:

- Form Business Park investment entity
- Complete site design and develop site infrastructure
- Finance ongoing management and marketing expenses
- Translate institutional support into commitments from partners:
  - Civic/philanthropic
  - Corporate
  - Government
  - In-kind
- Designate permanent management entity for Business Park



















# CENTURY CITY

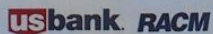
A NEW City of Milwaukee Business Park

Tom Barrett, Mayor  
Willie C. Wade, Alderman,  
7th District

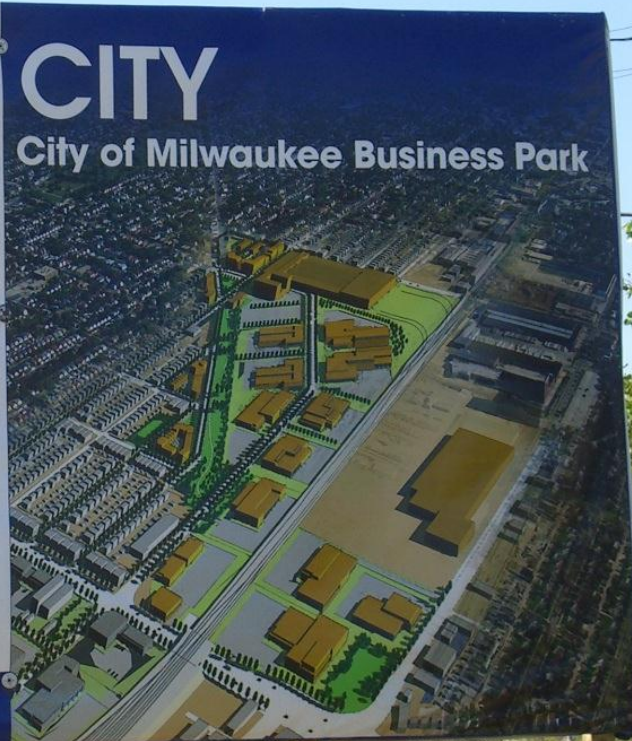
Sites from 3-25 Acres  
Zoned IH  
Rail Access  
414-286-5845



City  
of  
Milwaukee



AVAILABLE SUMMER 2013

































BROWNFIELDS CLEANUP PROJECT  
FUNDING MADE POSSIBLE BY:



2009 AMERICAN RECOVERY  
AND REINVESTMENT ACT

With additional support from:



## ESSER PAINT REDEVELOPMENT



City  
of  
Milwaukee

REDEVELOPMENT AUTHORITY  
OF THE CITY OF MILWAUKEE

Additional Information Available at  
[www.mkedcd.org/30thStreet](http://www.mkedcd.org/30thStreet)

FUNDING DETAILS AVAILABLE AT:  
[dnr.wi.gov/org/aw/rr/financial/fedfunding.htm](http://dnr.wi.gov/org/aw/rr/financial/fedfunding.htm)

REPORT PUBLIC FUNDS MISUSE OR  
PROBLEMS AT RECOVERY ACT SITES:

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THANK YOU FOR LISTENING. QUESTIONS?

